



Let me introduce you to LuNcHoLOgy®; Lunch Bags That Educate Entertain and Inspire. LuNcHoLOgy® was founded by a stay-at-home Mom that grew out of one of life's little circumstances and blossomed into a business idea.

Kristi Thomas was trying to figure out a way to ease her daughter Madison's separation anxiety during the 1st grade. Thomas routinely would get phone calls from teachers at lunchtime with Madison requesting to come home. To help Madison cope through the school day, Thomas saw Madison's otherwise ordinary nondescript lunch bag as a blank canvas; a clever way to send Madison a message. Madison saw the messages at lunchtime, exactly when she needed a 'Dose of Mom' most.

Thomas doodled messages and cool artwork on Madison's lunch bags. A brain teaser, interesting fact or inspirational phrase, each bag was hand drawn in the morning by Thomas at her kitchen table. 'You are capable of great things!' accompanied by a dolphin jumping out of the ocean was one of LuNcHoLOgy's® originals. Instead of being weepy, Madison connected the dots to a dolphin watching memory shared with Mom on the Outer Banks; her attention was redirected and she made it through the day.

Kids in Madison's class started retrieving her used lunch bags right out of the trash can and keeping them. They began passing on bag requests for themselves. Thomas started fielding calls from teachers, parents and coaches with requests to make sets for other children. The popularity of the lunch bags led to the launch of LuNcHoLOgy®: Lunch Bags That Educate, Entertain and Inspire: morphing boring brown lunch bags into fun artwork, brainteasers, gross factoids, inspirational phrases, puzzles and trivia of all sorts.

5 years and 1,500 stores later, LuNcHoLOgy® has captured the attention of kids across the country and the national media who has tracked the growth of this dynamic young company. In 2005, Ladies Who Launch featured LuNcHoLOgy as a Model Female Run Business. In the fall of 2006, LuNcHoLOgy was featured on CNN's Anderson Cooper 360° and on Business Week TV. Family Circle Magazine covered LuNcHoLOgy® in their Anniversary February 2007 Edition and newspapers nationwide have covered their evolution from selling Themed Sets of very cool bags, to a high energy company that demonstrates it concerns about their young customer's health and wellness.

LuNcHoLOgy's® Mother Daughter Duo have turned their attention from the Artwork on the OUTSIDE, to what kids Pack on the INSIDE of LuNcHoLOgy® Lunch Bags. The Mom Daughter Duo created a, "We're Kids and We're Cookin' LuNcHoLOgy® Live Stage Show" that tours throughout the country. The show delivers Kid Friendly and Heart Healthy Lunch Ideas to Kids in a fun and memorable medium, with recipes created by Madison Thomas herself. LuNcHoLOgy® takes pride in Building Brains, Bite by Bite!

Kristi and Madison Thomas personally invite you for a Private VIP Interview, on Wednesday, July 11th, before the taping of the Anaheim, CA Show. The Cast and Crew of the, "We're Kids and We're Cookin' LuNcHoLOgy® Live Stage Show," look forward celebrating their success and sharing their story with you, at a Pool Side Party at the Anaheim Marriott, with a sneak preview sampling of Madison Thomas's recipes before the show, an autographed Set of LuNcHoLOgy®: Lunch Bags, Press Kits and a Champagne Toast of the Cast and Crew.

Kristi and Madison Thomas will be appearing on the Cooking Stage alongside the Food Network's celebrity chefs at America's Best Food Show in Anaheim, CA www.abfevents.com on Friday, July 13 and Sunday, July 15 at 10:00 am. Both shows will be filmed for a TV audience and 2 VIP Tickets to the show will be reserved for you at Will Call.

To reserve an interview with the Cast and Crew of the, "We're Kids and We're Cookin' LuNcHoLOgy® Live Stage Show; please contact Ms. Tora Brown, LuNcHoLOgy's Publicist.

We look forward to seeing you there.
Eat Smart and Feed Your Brain®!

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